



FOR IMMEDIATE RELEASE – West Springfield, MA

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**EASTERN STATES EXPOSITION VICTORY CHEESE PACKAGES CONTINUE
“InCider Information” and “Hard Core Fun This Fall”**

Eastern States Exposition continues its affiliation with the Victory Cheese movement to help New England dairy farmers and cheesemakers, many of whom have been affected by the shutdown during the COVID-19 pandemic, increase sales and market their products. Two offerings encompass this second group in a series of unique and evolving packages to promote the dairy and agriculture industries. “InCider Information” and “Hard Core Fun This Fall” are on sale now and consumers can join this effort to help support the dairy/agriculture industry by purchasing a unique, curated package of local products for personal consumption or as a gift.

InCider Information - \$65

- Plymouth Artisan Cheese www.PlymouthArtisanCheese.com
8oz. Plymouth Original cheese
8oz. Plymouth Hunter Aged Cheese
- Robinson Farm www.robinsonfarmcheese.com
8oz. A Barndance Semi-Hard Alpine Style Cheese
8oz. Hardwick Stone Cheese
- Bishop’s Orchards www.bishopsorchards.com
Six Apple Cider Donuts
Six 8oz cartons of Apple Cider in Milk crate
- Pioneer Valley Popping Corn on the Cob

Hard Core Fun This Fall - \$55

- Jensen Orchards
3lb. Paula Reds Bag of Apples
- Bishop’s Orchards www.bishopsorchards.com
Six Apple Cider Donuts

Since 1916

- Kosinski Farms www.kosinskifarms.net
Two Jacks Carving Pumpkins
One Woody Decorative Pumpkin
Three Sugar Pumpkins
Assortment of Gourds

Patrons may add a number of selections from the Eastern States Farmers Market of wine-related accessories to their baskets or increase the quantity of individual products ordered above by visiting farmersmarket.thebige.com. Selections change bi-weekly and are pre-sold online for curbside pick-up at the Farmers Market located inside Gate 9A of the Exposition. Pick-ups are scheduled every other Thursday and Friday through the end of the year and the next curbside pick-up will take place September 24 and 25, 1-7pm.

Online orders must be complete by noon the Tuesday prior to pick-up. For times, details and ordering information, visit farmersmarket.thebige.com

More information on the Victory Cheese movement is available at VictoryCheese.com.

Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

Visit TheBigE.com to join our mailing list and follow us on social media.

Since 1916